

THE AMERICAN LEGION
DEPARTMENT OF NEW JERSEY

171 JERSEY ST, BLDG #5, 2nd FLOOR
TRENTON, NJ 08611

September 2017

PUBLIC RELATIONS AND PUBLICITY AWARDS

TO: POST ADJUTANTS (For PRP Chairman)
COUNTY ADJUTANTS
DEPARTMENT EXECUTIVE COMMITTEEMEN/WOMEN
DEPARTMENT OFFICERS
PAST DEPARTMENT COMMANDERS
DEPARTMENT PR&P COMMITTEE

FROM: GARY COOPER, CHAIRMAN, PUBLIC RELATIONS & PUBLICITY COMMITTEE

FITHIAN AWARD (use PR Award Cover Sheet available in print or download from Department website)

Awarded to the Post that best demonstrates the history of that Post for the year (Mar 2017 – Feb 2018).

Post History Book (Fithian Award)

- 1) The Post Officers' Guide Manual will be used as a guide in making the Post History Book and judging the book.
- 2) Cover must contain:
 - A) Legion Emblem (Centered)
 - B) Name/Number of Post the book is from
 - C) The current year the book is for (on the side of the book)

NEW JERSEY PAST DEPARTMENT COMMANDERS AWARD (use PR Award Cover Sheet available in print or download from Department website)

Awarded to the county that best demonstrates the history of that county for the year (Mar 2017 – Feb 2018).

County History Book (New Jersey Past Department Commanders' Award)

- 1) Cover must contain:
 - A) Legion emblem (centered)
 - B) Name of the county the book is from
 - C) The current year the book is for (on the side of the book)
- 2) Contents of a History Book should be as follows:
 - A) Legion Preamble
 - B) Title Page (Example: History Book of [County and Year])
 - C) Current County Officers for that year
 - D) Pictures of functions within the county for that year (Eg: Post/County Installations, On/Off Station Parties)
 - E) Any special events that involved the County Commander or County Officers representing the Commander
(Example: Memorial Day/Veterans' Day Ceremonies, Awards Presentations, Department Convention)
 - F) The book will be in chronological order

NEWSLETTERS

Awarded to the Post newsletters that best meet the goal of keeping their members informed. Newsletters must have been sent in paper format to members. To be considered, State PR Chair must be included in mailing distribution list of newsletter. Send to: Gary Cooper, 22 Richford Rd., Kendall Park, NJ 08824-1108. **Judging for newsletters will take place in February on a minimum of three issues.**

Categories:

- 1) Single page (one or two sided)
- 2) Multiple page (black & white)
- 3) Multiple page (color)

WEBSITES

Post Site – New or Significantly Improved

Use PR Award Cover Sheet available in print or download from Dept. website noting how site was significantly changed.

- 1) Must be linked from state Department website
- 2) Must have current National & NJ State commanders listed on Home page
- 3) Must be easy to get on to (i.e., user friendly)
- 4) Must be current (Post Officers, Post Events for that year, with pictures and dates)
- 5) Must have location/ mailing address, valid phone number and email contact information on home page
- 6) Identification of pictures, with names of members & other important people in pictures and dates
- 7) Programs the Post runs with the Chairperson contact information

County Site

- 1) Must be linked from state Department website
- 2) Must have current National & NJ State commanders listed on Home page
- 3) Must be easy to get on to (i.e., user friendly)
- 4) Must be current (County Officers, Dept. & National Commander, County events with pictures and dates)
- 5) Must have County Commander name, phone number (& email) address on home page
- 6) Identification of pictures, with names of people in pictures and dates
- 7) Programs that are available and Chairperson to contact

SOCIAL MEDIA

We will be using NALPA criteria to judge the extent of a Post's Social Media outreach. Sites will be judged on Appearance & Presentation (components; design/format); Content, Readability & Engagement (structure, content, social engagement); Purposes & Goals, and if current. To be considered, Facebook sites should be linked from the Dept. website. Other Social Media sites (Instagram, Twitter) should send link to alpost401@hotmail.com, with contact phone number by February 1, 2018.

JOURNALISM AWARD

Nominated by a New Jersey American Legion member in good standing for an individual New Jersey reporter or a news media outlet in recognition of exceptional journalistic coverage of a Post and/or the American Legion. Previous recipients are not eligible except under extenuating circumstances. Submissions may be recent editorials, op-ed pieces, articles, series of articles, television, radio, online articles and multimedia coverage, and should be made by March 31, 2018.

Submission Guidelines (use Journalism Nomination Form available in print or download from Department website):

- 1) Each entry should be identified by the source (publication), reporter and date.
- 2) If the piece is available online, include a working URL.
- 3) Video or audio submissions should be provided on a CD/DVD
- 4) Submit with the completed nomination form to the Chair at 22 Richford Rd., Kendall Park, NJ 08824-1108.

All entries should be delivered either to the chair or Department by April 7, 2018. **DEPARTMENT JUDGING FOR THE FITHIAN AWARD AND PAST COMMANDERS' AWARD WILL TAKE PLACE AT THE APRIL DEC MEETING.**